

In the Specification:

Please amend the application title, found at page 1, line 1, as follows:

METHODS AND SYSTEMS FOR INTERACTING WITH **PRINTED
ARTICLES, SUCH AS** POSTERS

Please rewrite the paragraph found at page 1, line 13, as follows:

The present invention relates to methods and systems for interacting with
printed articles, such as posters.

Please rewrite the section heading at page 1, line 15 as follows:

Background and Summary of the Invention Summary

Please delete the paragraphs extending between page 1, line 16, and page 3, line 3, and replace with the following paragraphs:

One embodiment of the technology detailed herein is a method of interacting with a poster. The method includes receiving machine-readable digital data from the poster through use of a handheld appliance. (This data can be manifested in a manner such that its existence is not evident to a person viewing the poster.) By reference to the machine-readable data, a link is established to a remote computer.

In one particular embodiment, after the link is established, information based on data obtained from the remote computer is presented to a user – using an output device (e.g., display screen) of the handheld appliance. In another arrangement, after the link is established, electronic content (such as a song) is transferred.

The digital data can be represented and read using various different technologies, e.g., optical or electromagnetic. One example of the former is poster artwork that has been subtly altered to steganographically encode plural bit data, which data can be decoded from image data captured by the handheld appliance. An example of the latter employs electromagnetic techniques, such as the sort used in proximity-based card-access systems, permitting at-a-distance reading of data from physical objects.

Other embodiments comprise methods of interacting with a printed article - - for situations where marking of the article with a barcode may be undesirable for aesthetic purposes. As in the poster example, the article is printed with artwork intended for viewing by a viewer.

Such arrangements proceed by capturing image data from the article using a handheld appliance. From captured image data representing artwork on the article, a corresponding identifier is derived. By reference to this derived identifier, corresponding data in a remote computer is accessed. As a consequence of these acts, information corresponding to the article is presented on an output device of the handheld appliance. (These arrangements are particularly suited to situations where aesthetic considerations make marking of the articles with bar codes undesirable, because the identifier is derived from artwork intended for viewing by a human viewer.)

The specification that follows details a great variety of different arrangements – generally relying on optical sensing of image data from objects. However, as noted, object-identifying data can be obtained by other means as well.

Please amend the paragraphs at page 3, lines 6-7, as follows:

Fig. 1 is a block diagram showing one embodiment of ~~the present invention~~ **an arrangement detailed herein**.

Fig. 2 is another block diagram showing an embodiment of ~~the present invention~~ **an arrangement detailed herein**.

Please amend the application title, found at page 100, line 1, as follows:

METHODS AND SYSTEMS FOR INTERACTING WITH **PRINTED ARTICLES, SUCH AS** POSTERS